

## CLAIMS:

1.           Teletext receiver arrangement, comprising  
a receiver for receiving broadcast data including teletext data elements through  
a broadcast channel;  
a teletext processor for extracting the teletext data elements from the broadcast  
5 data; and  
a processor for generating a video signal encoding a customized teletext page  
from the teletext data elements according to a set of instructions; wherein the teletext receiver  
arrangement comprises an interface for establishing a connection to a server through an  
interaction channel, and is programmed to download a piece of computer code implementing  
10 the set of instructions from the server through the interaction channel.
2.           Teletext receiver arrangement according to claim 1, further comprising a  
memory device, wherein the arrangement is programmed to store the downloaded piece of  
computer code in the memory device, and wherein, in use, the code is retrieved from the  
15 memory device.
3.           Teletext receiver arrangement according to claim 1 or 2, wherein the teletext  
receiver arrangement is programmed to transmit a unique identification code to the server,  
identifying the piece of code to be downloaded.  
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4.           Teletext receiver arrangement according to any one of claims 1-3, wherein the  
teletext receiver arrangement is capable of executing code enabling it to assemble teletext  
data elements from two or more pages into the customized teletext page.
- 25 5.           Teletext receiver arrangement according to claim 4, wherein the teletext  
receiver arrangement is capable of executing code enabling it to assemble teletext data  
elements from two or more pages that are part of different teletext services into the  
customized teletext page.

6. Teletext receiver arrangement according to any one of claims 1-5, comprising means for providing a page selection command, wherein the teletext receiver arrangement is capable of generating one of a plurality of customized pages by running the program code, in response to a page selection command.

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7. Method of adapting a teletext receiver arrangement that comprises a receiver for receiving broadcast data, including teletext data elements, through a broadcast channel; a teletext processor for extracting the teletext data elements from the broadcast data; and

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a processor for generating a video signal encoding a customized teletext page from the teletext data elements according to a set of instructions, the method comprising transferring a piece of computer code implementing the set of instructions from a server, connected to the teletext receiver arrangement by means of an interaction channel, to the teletext receiver arrangement through the interaction channel.

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8. Method according to claim 7, comprising assembling a set of instructions in response to commands received from a terminal connected to the server through a network, and generating the piece of code from the assembled set of instructions.

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9. Method according to claim 8 comprising making a graphical user interface available on the terminal, comprising a screen view of the customized teletext page.

10. Method according to claim 8 or 9, comprising prompting the user of the terminal for an identification code unique to a teletext receiver arrangement, linking the generated piece of code to the identification code received in response to the prompt, and transferring the code to the teletext receiver arrangement identified by the code.

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11. Method according to any one of claims 7-10, comprising the generation of a piece of code that, when run on the teletext receiver arrangement, enables the teletext receiver arrangement to assemble teletext data elements from two or more pages into the customized teletext page.

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12. Method according to claim 11, comprising the generation of a piece of code that that, when run on the teletext receiver arrangement, enables the teletext receiver

arrangement to assemble teletext data elements from two or more pages that are part of different teletext services into the customized teletext page.

13. Method according to any one of claims 8-12, wherein the set of instructions  
5 are checked against one or more criteria.

14. Method according to claim 13, wherein the piece of code is only generated if the criteria have been met.

10 15. Method according to any one of claims 9-12, comprising making a user interface available on the terminal through which a user can select one of a plurality of templates for a customized teletext page, and generating the piece of code in response to a selection command received from the terminal.

15 16. Method according to any one of claims 9-15, wherein a piece of code is generated that, when run on the teletext receiver arrangement enables it to generate one of a plurality of customized pages, in response to a page selection command.

17. Server set up to execute a method according to any one of claims 7-16.  
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18. Computer program product, having the capability, when run on a server, to make the server execute a method according to any one of claims 7-16.

19. Television receiver, comprising a teletext receiver arrangement according to  
25 any one of claims 1-6.

20. Computer program product for a television receiver comprising a receiver for receiving broadcast data including teletext data elements through a broadcast channel;  
a teletext processor for extracting the teletext data elements from the broadcast  
30 data;  
a processor for generating a video signal encoding a customized teletext page from the teletext data elements according to a set of instructions; and

an interface for establishing a connection to a server through an interaction channel, wherein the computer program product, when run on the television receiver, enables it to function as a television receiver according to claim 19.